MyData 2016

Advancing human centric personal data

Aug 31st – Sep 2nd 2016 / Helsinki Finland

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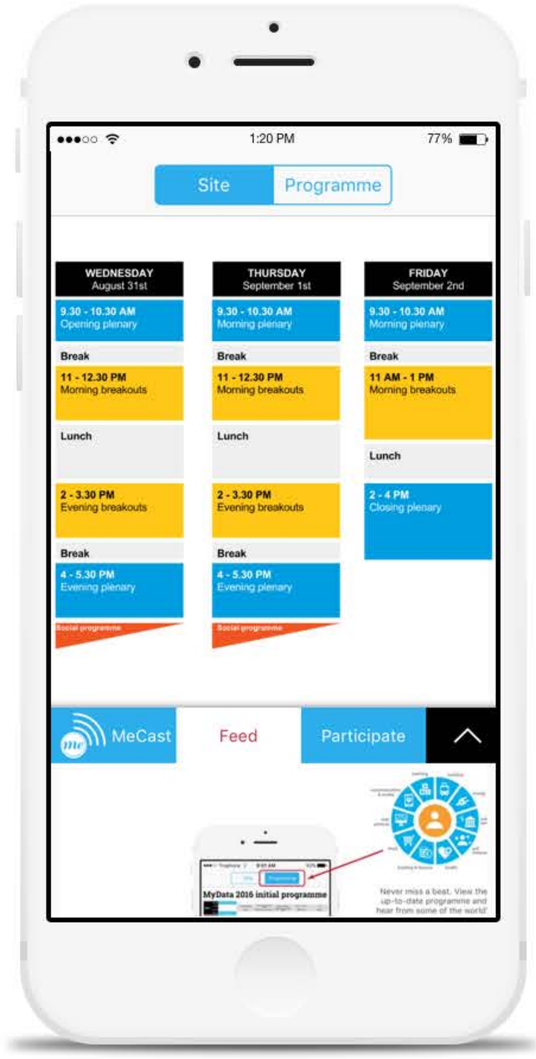

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Strategy and Tactics for MyData Design

A Practical Workshop

Our Speakers

Nathan Kinch - Facilitator
Head of Experience and Labs

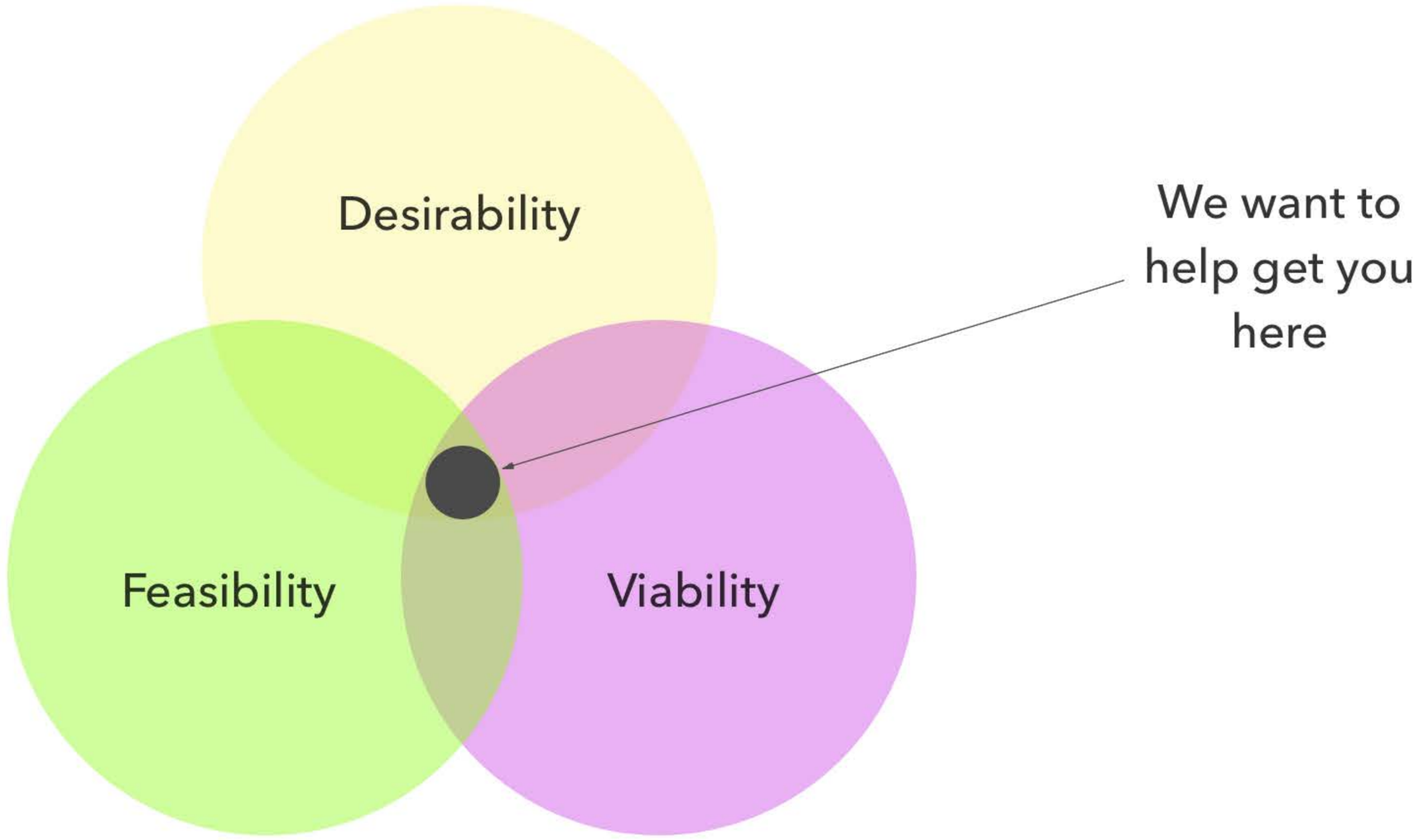
Alessandro Carelli
Designer and PHD Candidate

Loughborough University

James Harvey
Head of Design

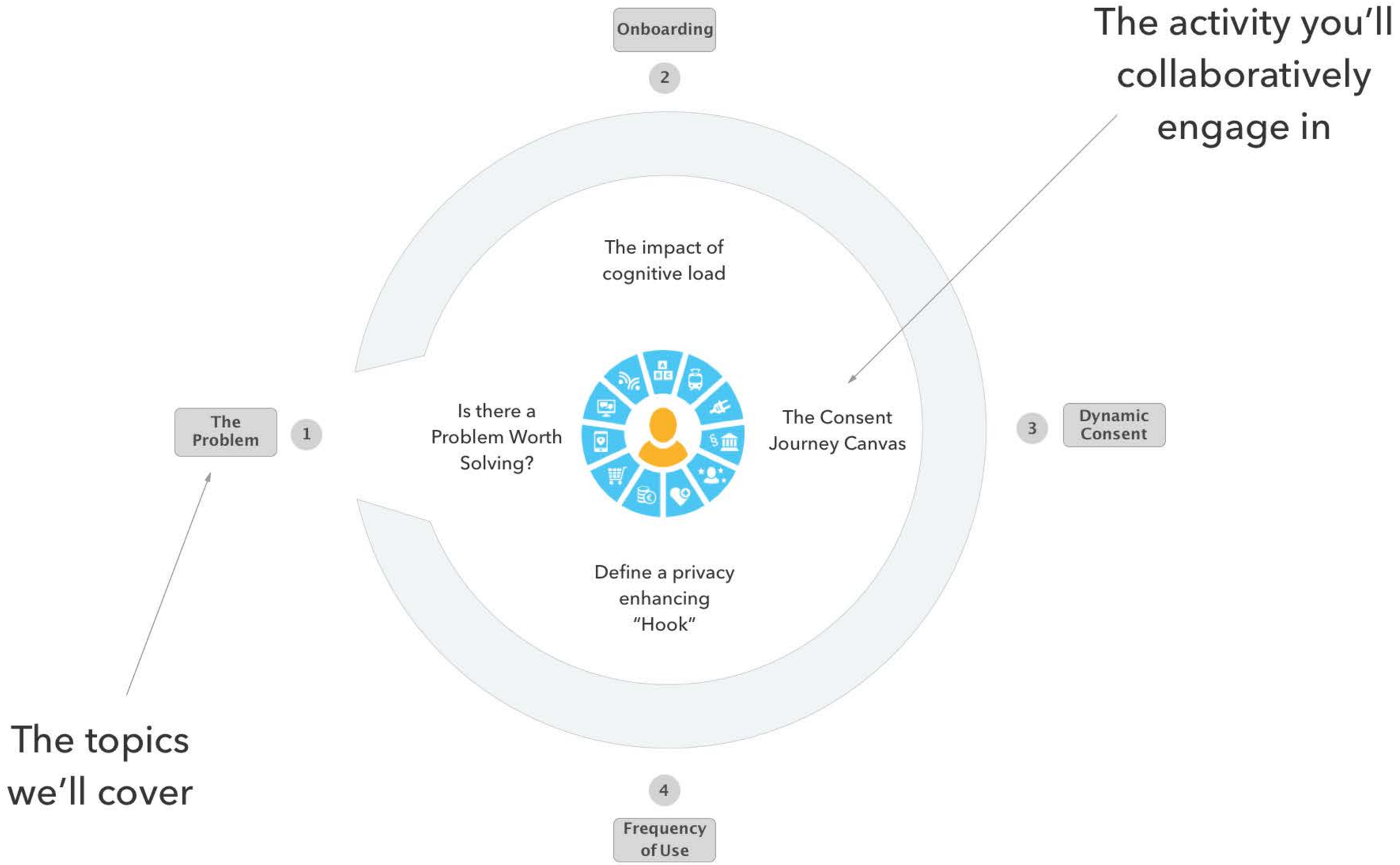
Erwin Kroon
Product Architect

Today's focus



For the purpose of today, we will define 'design' as the deliberate practice of solving complex human problems.

Today's Format



About me

Nathan Kinch

Head of Experience and Labs

Before...

Entrepreneur in Residence

Product Evangelist

Founder and CEO

Problems Worth Solving...

Jobs to be Done - understanding the situational context and human motivation

For more, refer to innovatorstoolkit.com/content/technique-1-jobs-be-done

Example Job Story

Situational context

The need

When I've forgotten my daughter's birthday, and it's the very last minute, I need to get something delivered to my current location that I know she will love, so that she feels truly special and has a wonderful day.

The motivation

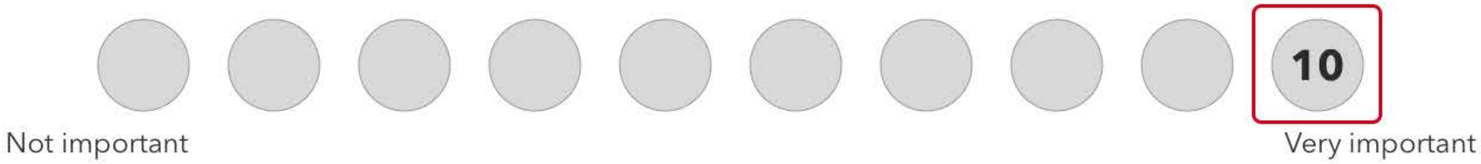
Problems Worth Solving...

Importance vs. Satisfaction - Identifyfing propensity for change

$$\frac{\text{Sum of } n \text{ responses}}{n \text{ (total number of responses)}}$$

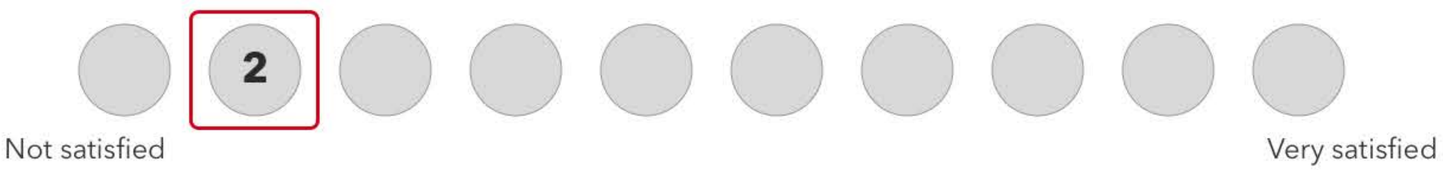
Example Survey

How **important** is it to you that you're able to verify who you are when making online purchases?



"It's super important. I do everything online and often things are very time sensitive."

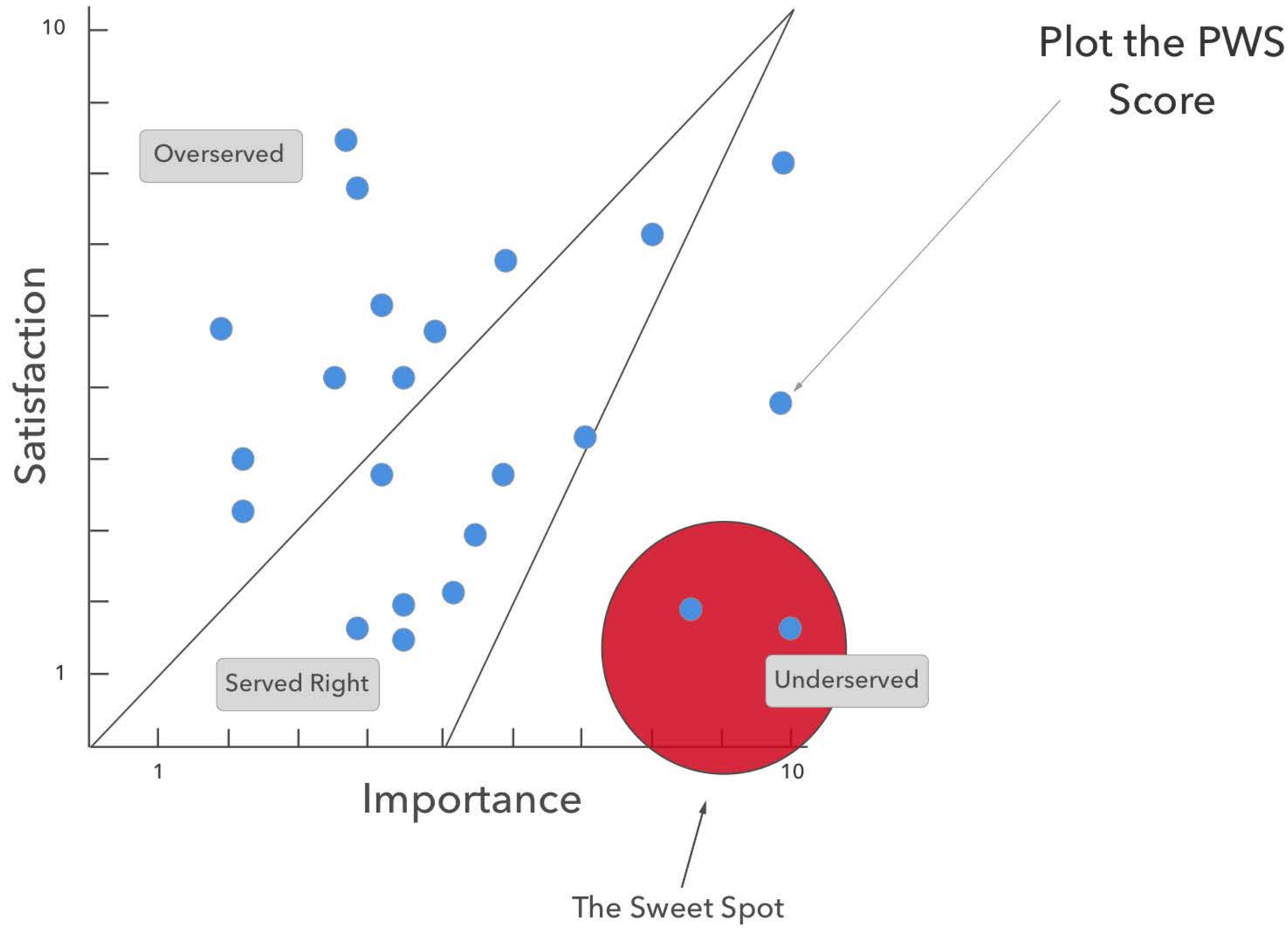
How **satisified** are you with how you're currently able to verify who you are when making online purchases?



"It really sucks. I either login with Facebook and give up all my information, or I spend ages filling out forms…"

Problems Worth Solving...

It's all about the sweet spot



Bonus

Identify key job competitors

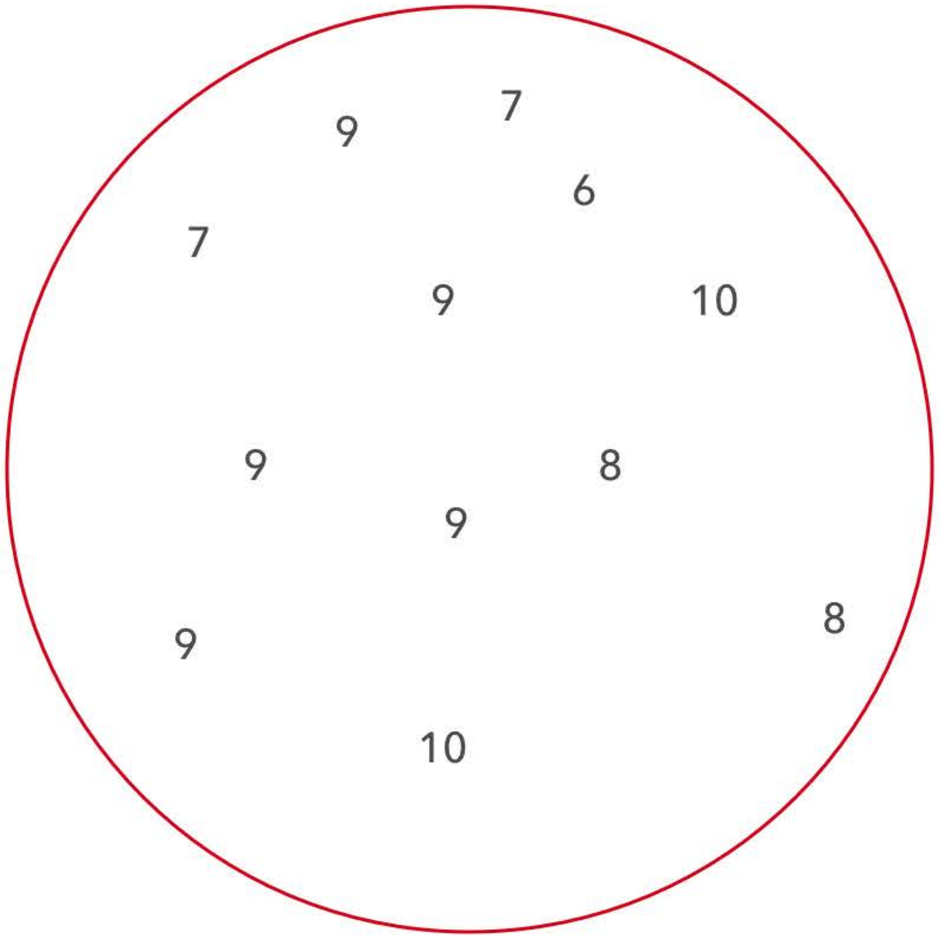
Once the Job to be Done is understood, identifying actual competitors becomes much easier...

For more, refer to Strategyn.com/jobs-to-be-done

Activity

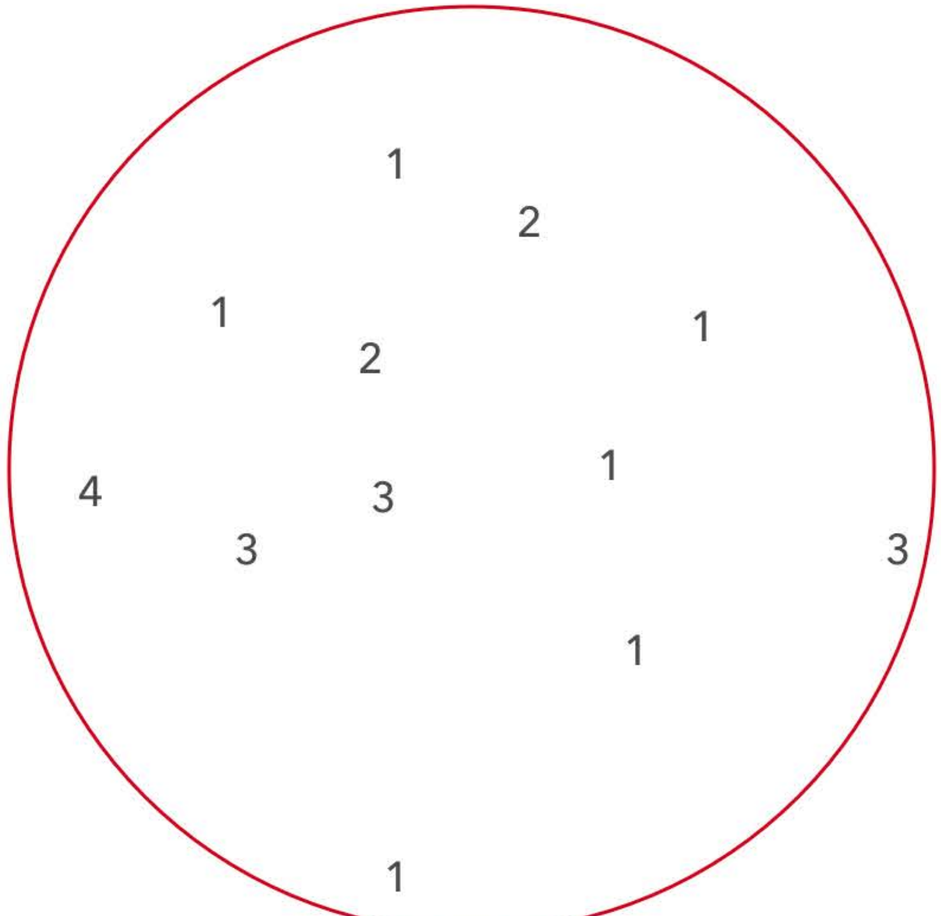
Determine your Importance vs. Satisfaction Score

Importance



What's the average?

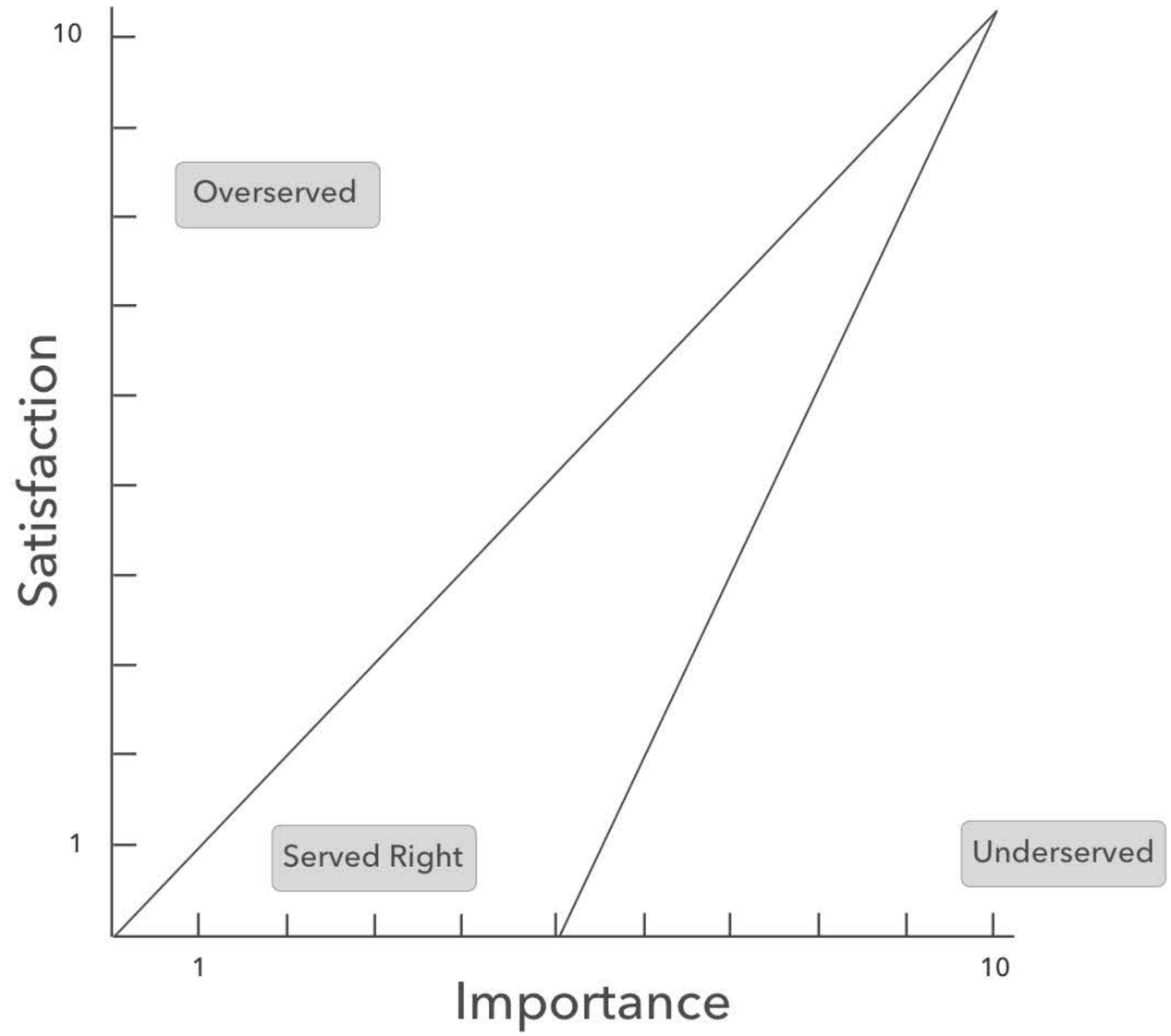
Satisfaction



What's the average?

Activity

Plot the average score on the PWS Graph



Do you have a Problem Worth Solving?